

November 14, 2002

**REQUEST FOR PROPOSALS (RFP)  
TO PROVIDE DIRECT MAIL SERVICES  
FOR  
THE BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
VEHICLE BUY BACK PROGRAM**

**SECTION I**

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■ **Summary**

This Request for Proposals (RFP) solicits proposals from companies that would, under contract with the Bay Area Air Quality Management District (District), provide direct mail service to attract voluntary sellers for the District's Vehicle Buy Back Program. The District's Vehicle Buy Back Program seeks to encourage the voluntary scrapping of 1981 and older motor vehicles because of their high emission rates of pollutants that lead to the formation of smog.

To respond to this RFP, an interested company should submit two (2) copies of its proposal to:

**Vanessa Mongeon  
Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, CA 94109**

A proposal must address all information requested in the RFP. A proposal may add information not requested in the RFP, but the information should be in addition to, not instead of, the requested information. Minority business enterprises and women's business enterprises are encouraged to submit proposals. **Any questions regarding the RFP should be directed to Vanessa Mongeon at (415) 749-4982.**

**Proposals must be received at the District offices, 939 Ellis Street, San Francisco, CA 94109, by 4:30 PM on Thursday, December 12, 2002. For hand-delivered proposals, go to the lobby of the District offices and ask the security guard to call Vanessa Mongeon at extension 4982. Late proposals will not be considered.**

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## SECTION II

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### ■ Background

The District is a regional governmental agency that regulates air pollution in the Bay Area. The District includes Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, southwestern Solano, and southern Sonoma counties.

Research shows that motor vehicles are responsible for a large share of urban air pollution. Consequently, many smog control efforts concentrate on motor vehicles. One approach involves encouraging the voluntary “retirement” of older motor vehicles, by offering financial incentives for their owners to scrap them voluntarily. These older motor vehicles lack modern emission controls and produce more air pollution than newer motor vehicles. The District’s Vehicle Buy Back Program purchases and scraps older vehicles, voluntarily retired by their owners, to reduce air pollution.

**With this RFP, the District seeks a contractor to provide direct mail service to attract voluntary sellers of eligible 1981 and older vehicles.**

This RFP sets minimum standards for a proposal. The District staff will evaluate the proposals. One company will be chosen. The District will then execute a contract with the chosen company.

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## SECTION III

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### ■ Instructions to Bidders

#### A. General

1. All proposals must be made in accordance with the conditions of this RFP. Failure to address any of the requirements is ground for rejection of the proposal.
2. All information should be as complete, specific, and concise as possible.
3. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. The District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to December 12, 2002.
5. Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the District, but proposals may be withdrawn.
6. The District expects to select one contractor in January or February 2003. The term of the contract will be one year or until the funds are expended.
7. The District reserves the right to reject any and all proposals.
8. Using the Bid Summary Table below, proposals must establish the cost for data management, letter and envelope production, and standard mail bulk rate postage and delivery for up to 350,000 pieces of mail.

<b>Bid Summary Table for 350,000 Pieces of Mail</b>	
Data Management Cost	
Letter and Envelope Production Cost	
Standard Mail Bulk Rate Postage and Delivery Cost	
Total Cost	

**B. Submittal of Proposals**

1. Two (2) copies of the proposal must arrive at the address specified in Section I by 4:30 P.M. on December 12, 2002.
2. Proposals received after the time and date specified above will not be considered.

**C. Interviews**

1. At the District's option, the District may interview bidders. The interviews will be for the purpose of clarifying the proposals.
2. Submittal of new material at the interview will not be permitted.

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**SECTION IV****■ Scope of Work**

The selected contractor under this RFP will conduct a direct mail campaign in compliance with the following requirements and procedures:

**A. Data Management:**

1. Contractor will convert a flat file database provided on compact disc (CD-ROM) to the Microsoft Access database format. The database file on the CD-ROM consists of approximately 20 columns and 350,000 rows.
2. Contractor will suppress or otherwise modify database to eliminate mailings to vehicle owners with 1965 and older model year vehicles and up to 1,400 individuals that have requested to be removed from the mailing list. The District will provide contractor with an electronic copy of the names and addresses of individuals that have requested to be removed from the mailing list. Additions to this list may be provided by the District to the contractor at any time.
3. Contractor will provide the District with a compact disc (CD-ROM) copy of the Microsoft Access database.

**B. Mailings:**

1. The District will provide contractor with 24 mail drop dates at approximately two-week intervals to coincide with the vehicle owner's receipt of registration renewal notices from the California Department of Motor Vehicles. The District will provide from the database the range of names and addresses of vehicle owners in the Bay Area to receive letters on the specific mail drop dates.

2. The contractor will print the District's letterhead on 60#, 8.5" x 11", white offset recycled book stock, black and one color (blue in two shades), one side. The District will provide artwork on electronic disk.
3. The contractor will print the District's return address on #10 standard left window envelope, 24#, white wove recycled stock, black and one color. The District will provide artwork on electronic disk.
4. Contractor will merge text of one page letter with names and addresses of vehicle owners provided by the District. The District will provide the text of the letter.
5. Contractor will fold letters to fit window envelopes and insert one page letter into envelope.
6. Contractor will seal envelope, provide postage, and deliver to United States Post Office for mailing.

## SECTION V

### ■ Proposal Format and Contents

- A. **Format:** A proposal need not conform to any particular format, but it must be neat and legible.
- B. **Contents:** The proposal must contain information demonstrating the ability to perform all of the work described in Section IV of this RFP. At a minimum, the proposal must contain:
  1. A description of the company, including experience and a brief organizational history.
  2. Where the proposal involves more than one company or entity, a letter of support or memorandum of understanding from all entities involved.
  3. For each company, a list of primary personnel to be assigned to the work discussed in this RFP, with a description of each person's duties, experience, and training.
  4. A statement regarding the cost for data management, letter and envelope production, and standard mail bulk rate postage and delivery.
  5. A sample printed letter on 60#, 8.5" x 11", white offset recycled book stock.
  6. A sample printed envelope, #10 standard left window, 24# white wove recycled stock.

## SECTION VI

### ■ Proposal Evaluation

- A. **Evaluation Criteria:** Each proposal will be evaluated based on the following:
  1. *Price* - Price for data management, letter and envelope production, and standard mail bulk rate postage and delivery will be the major factor in the evaluation of the proposal.

2. *Demonstration of Ability to Perform Work* - Proposals will be evaluated on the ability of the contractor to perform all of the work described in Section IV of this RFP and the quality of the printed sample letter and envelope. To provide the necessary oversight by the District staff and to ensure quick delivery of the mail, preference will be given to businesses located in the Bay Area.
- B. Evaluation Panel:** A panel of District staff will evaluate all proposals. The panel will recommend the selection of a contractor to the Executive Officer/Air Pollution Control Officer who will, in turn, make a recommendation to the Air District Board of Directors. The Board of Directors must approve the selection of the contractor, and must approve the contract to carry out the work described in this RFP.

## SECTION VII

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### ■ Sample Contract

A sample contract is available upon request.